University of Gdańsk

Subject card

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| Subject name and code | Marketing Research Methods, PG_00200404 | | | | | | |
| Field of study | Logistics and Mobility | | | | | | |
| Date of commencement of studies | October 2026 | | Academic year of realisation of subject | 2027/2028 | | | |
| Education level | Bachelor's studies | | Subject group | Obligatory subject group in the field of study<br>Subject group related to scientific research in the field of study | | | |
| Mode of study | full-time studies | | Mode of delivery | at the university | | | |
| Year of study | 2 | | Language of instruction | English | | | |
| Semester of study | 4 | | ECTS credits | 5.0 | | | |
| Learning profile | academic | | Assessment form | credit | | | |
| Conducting unit | Department of Transport Market -> Faculty of Economics -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr hab. Dariusz Tłoczyński, prof. UG | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 15.0 | 0.0 | 30.0 | 0.0 | 60 |
| | E-learning hours included: 0.0 | | | | | | |
| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | | Participation in consultation hours | Self-study | SUM | |
| | Number of study hours | 60 | | 0.0 | 65.0 | 125 | |
| Subject objectives | After completing the course, the student should know the objectives of marketing research, be able to create appropriate research tools, analyze research results and draw conclusions. | | | | | | |

## Learning outcomes

| Course outcome | Subject outcome | Method of verification |
|---|---|---|
| [LML3_U02] is able to use its theoretical knowledge and acquire data to analyze specific logistics and mobility processes and systems, and to analyze these processes and systems using methods developed in economics, finance, management science, logistics and mobility | The student is able to obtain and use data to analyse market phenomena related to logistics and mobility, using appropriate research methods and approaches specific to economics and management sciences. In case of difficulties or doubts, the student is ready to use the consultation with the instructor as a form of supporting the process of preparing for the written examination. | [SU4] test/exam - oral or written |
| [LML3_K02] is aware of the level of his knowledge in the field of logistics and mobility, understands the need to deepen and update this knowledge throughout life | The student is able to independently assess the level of his/her knowledge and skills in the field of marketing research and recognizes the need for their continuous improvement in the context of the changing realities of logistics and mobility. | [SK4] test/exam - oral or written |
| [LML3_U13] is able to interact and work in a group (including in an international environment), taking various roles in it | The student is able to work effectively in a research team, assuming various roles in the process of planning and implementing marketing research, also in an international context. | [SU4] test/exam - oral or written |
| [LML3_W06] knows to an advanced degree selected methods and tools, including statistical techniques, to describe and model logistics and mobility processes and systems | The student is able to use selected research methods and statistical techniques to describe and analyze marketing processes in logistics and mobility. | [SW4] test/exam - oral or written |
| [LML3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient to failure, knows how to identify threats and assess the risk of their occurrence | The student is able to design marketing research in a creative and flexible manner, adapting methods to changing market conditions and identifying risks and limitations associated with the research process. | [SK4] test/exam - oral or written |

## Subject contents

1. Introduction to Marketing Research.

2. Marketing Research in the Decision-Making Process.

3. Characteristics of Marketing Research Techniques.

4. Marketing Research - Design.

5. Sampling.

6. Questionnaire Design.

7. Scales.

8. Data Collection and Analysis.

Issues requiring further clarification or explanation will be discussed during the consultation.

## Prerequisites and co-requisites

Basic knowledge of marketing.

## Assessment methods and criteria

| Subject passing criteria | Passing threshold | Percentage of the final grade |
|---|---|---|
| exam | 51.0% | 100.0% |

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| Recommended reading | Basic literature | Peter M. Chisnall, *Marketing research*, McGraw-Hill Book Co., Londyn, 1992;<br><br>Gilbert A. Churchill, *Marketing research: methodological foundations*, Harcourt Brace College Publishers, Fort Worth, 1995;<br><br>Paurav Shukla*, Essentials of Marketing Research*, BookBoon, Kopenhaga 2008. |
| | Supplementary literature | Naresh K. Malhotra, Essentials of Marketing Research, Pearson Education, Londyn 2013.<br><br>Tomasz Czuba, Farm insurance in Poland results of empirical research, Ubezpieczenia w Rolnictwie, 2020. |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | Which of the following best describes the difference between qualitative and quantitative research in marketing?<br><br>A. Qualitative research always provides more objective results than quantitative research.<br>B. Quantitative research relies on small samples and open-ended questions.<br>**C. Qualitative research is used to better understand motivations and attitudes, while quantitative research allows for the analysis of numerical and statistical data.**<br>D. Quantitative research is used exclusively in B2B market research. | |
| Work placement | Not applicable | |

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